



Cadillac
1964





TABLE OF CONTENTS

Introduction	Pages 4 and 5
Sixty-Two Series	Pages 6-9
De Ville Series	Pages 10-13
Fleetwood Series	Pages 14-19
Options and Accessories	Pages 20-23
Engine, Chassis & Specifications	Back Cover



CADILLAC FOR 1964

More Tempting Than Ever!

It's more than one hundred ways new—and bears the unmistakable stamp of Cadillac in every line of its tasteful new styling. The 1964 “car of cars” introduces a brilliant new level of performance that fully expresses itself only with you at the wheel.

For never has there been a Cadillac so impressively new in its smooth, quiet performance . . . with liveliness and response until now unavailable in a car of such dignity and majesty. *Just wait till you drive it!*

Here is performance so rare that—even if you are the present owner of a Cadillac—you are in for an exciting new adventure the instant you touch your toe to the accelerator pedal.

For 1964, Cadillac gets its new spirit from the most powerful engine in its history. Without additional weight and with no sacrifice of economy, the new Cadillac engine has been significantly increased in bore and stroke. With a displacement of 429 cubic inches, it is the lightest engine in its class . . . yet it delivers, even more smoothly and quietly than its famed predecessor, a record 340 horsepower and a phenomenal 480 foot pounds of torque.

These are impressive figures indeed . . . and translated into sheer driving pleasure, they provide an abundance of full-range performance, unsurpassed in fine car motoring.

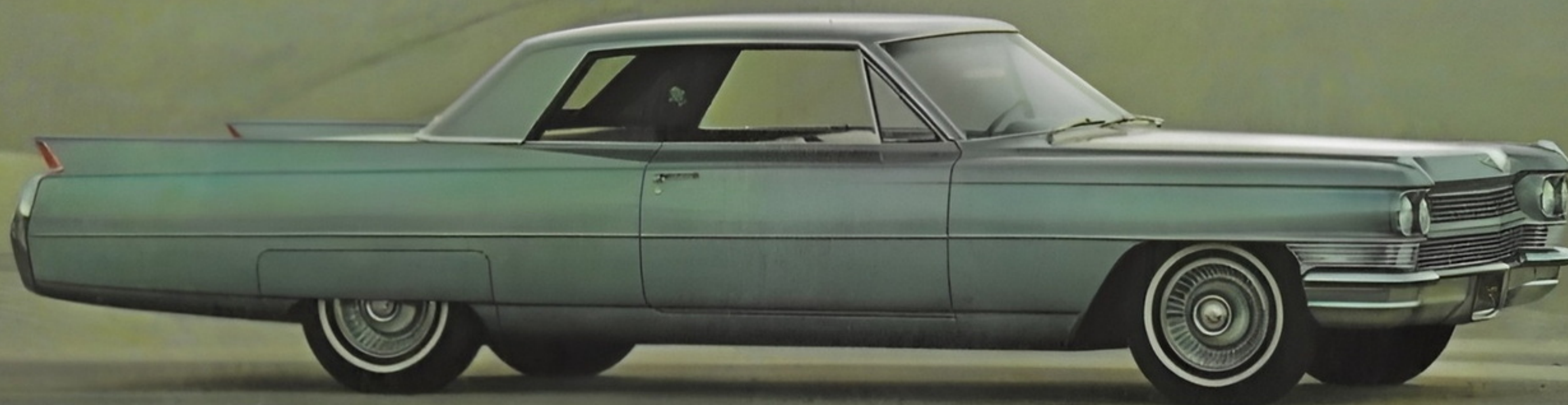
Further enhancing its accent on performance, the 1964 Cadillac has made notable improvements in its transmission of power. To make the most efficient use of the new engine, the Hydra-Matic transmission has been noticeably refined. The de Ville Series, the Sixty Special and Eldorado models introduce the completely new Turbo Hydra-Matic, a thoroughly proved automatic transmission especially efficient in the Cadillac models it powers. *Just wait till you drive it!*

For 1964, Cadillac offers by far the widest choice in the fine car field—with 11 body styles, 21 exterior colors and 129 interior selections.

On every point of comparison, a few minutes at the wheel will convince you that motoring has achieved a new standard of excellence in Cadillac for 1964.

Just wait till you drive it!

THE YOUTHFUL SIXTY-TWO SERIES



THE SIXTY-TWO SERIES

These elegant Cadillacs represent your easiest route to all the pleasures and rewards of Cadillac ownership. Lowest priced of Cadillac's three series, the Sixty-Two is priced favorably with many models of smaller, less respected cars . . . and actually surpasses them in economy, dependability and long-lasting value. And you have a choice of a coupe, a four-window sedan or a six-window sedan.

The Sixty-Two is powered by the same superb engine as Cadillac's highest priced

models and provides the identical chassis features, wheelbase and overall length as all other models, except the Fleetwood Seventy-Five sedan and limousine.

Every distinctive detail of styling is unquestionably Cadillac . . . and the car's interior luxury, engineering excellence and meticulous craftsmanship reflect, in every respect, Cadillac's acknowledged reputation as the Standard of the World.

Further enhancing its outstanding value, every Sixty-Two model provides as standard

equipment Hydra-Matic Drive, power brakes, power steering, heater and defroster*, an exclusive triple braking system, cornering lamps that automatically light your way around turns more safely, and many other conveniences that are extra-cost items on many other cars.

Before you consider any new car, you owe it to yourself to see—and most importantly to drive—the Cadillac Sixty-Two. When you do, chances are it will start you on a lifetime of Cadillac enjoyment.

*All models may be ordered without heater-defroster, as an option at reduced cost.



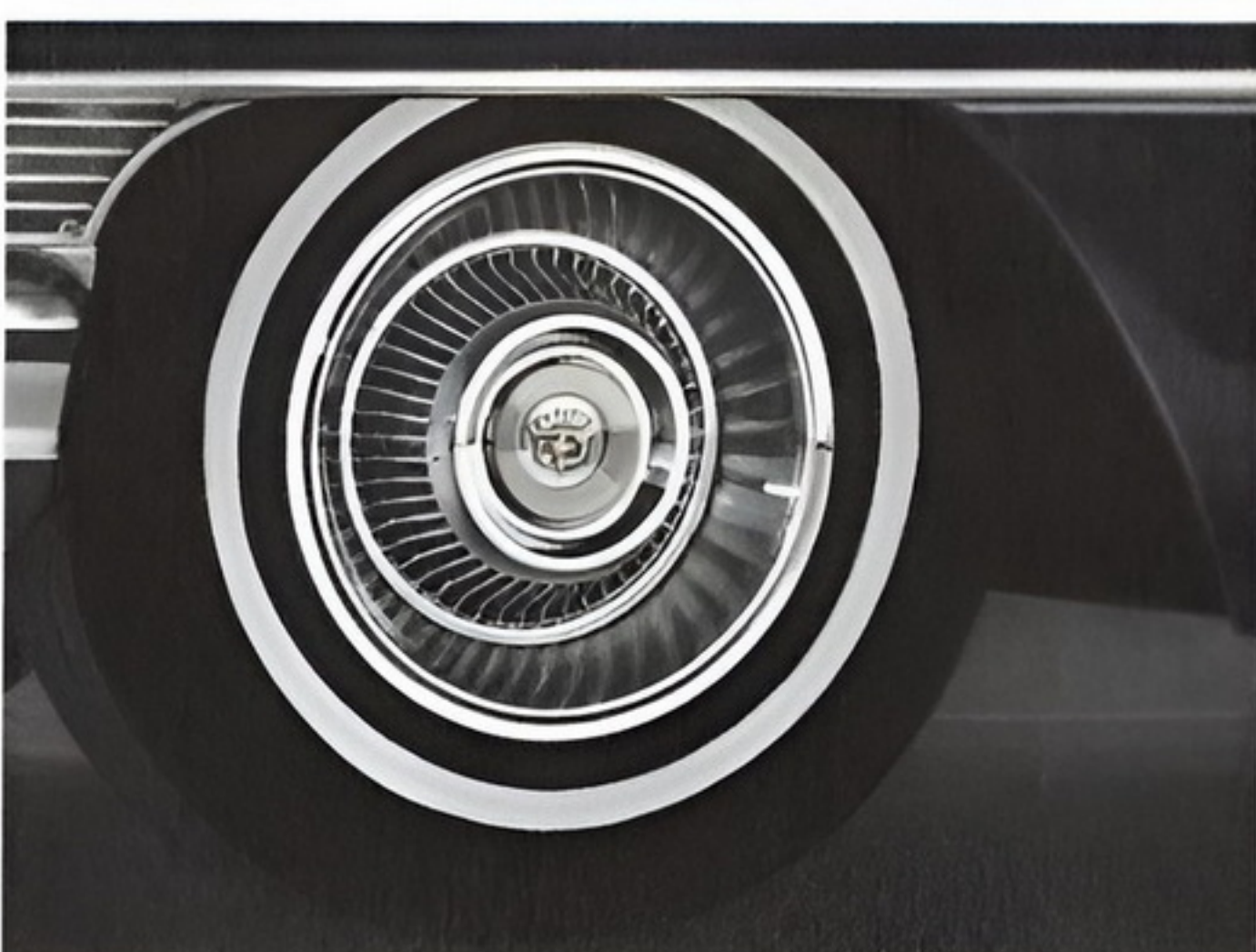
Coupe



Four-window sedan



Six-window sedan

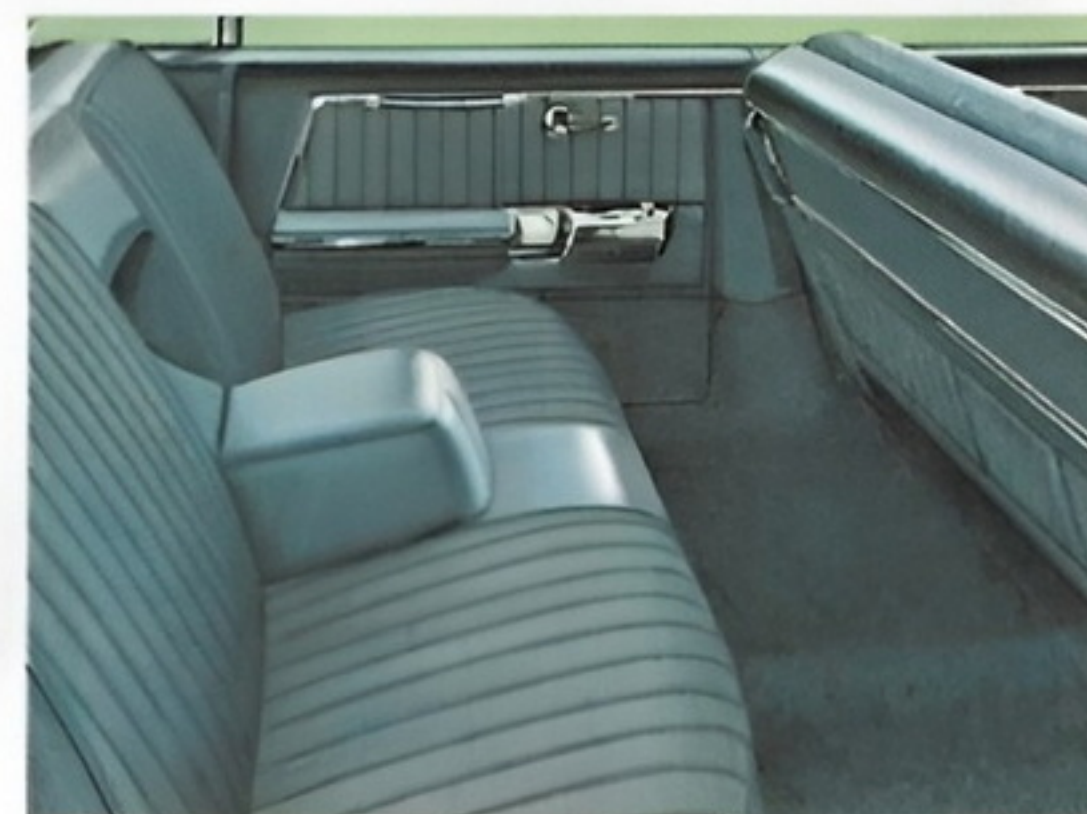


The low, slim and tapered roofline and rear quarter design give the Sixty-Two Series a silhouette that is uniquely Cadillac in its youthful flair . . . Door handles are of a crisply contoured formal design, exclusively Cadillac's, with a slim grip and rectangular push button . . . A new headlight ensemble, of polished chrome and crystal-like glass, blends into the new front horizontal divided grille for a bold, broad-shouldered look . . . In the rear, the tail, stop, directional and back-up lamps are coordinated in the sweeping rear styling motif that is so typically and dramatically Cadillac . . . The wide, curving windshield with its slim pillars provides unobstructed vision and unusual ease of entry and exit . . . Wheel covers are standard equipment on all Sixty-Two models and carry the distinctive Cadillac crest in a gleaming disc of polished chrome.



This is the luxury that greets you when you make your gracefully easy entry into the Cadillac Sixty-Two. Your first impression is one of utter spaciousness . . . followed by an irresistible invitation to relax in wide, deep foam-padded, chair-height seats as beckoning as your favorite easy chair . . . and fully as relaxing. All three Sixty-Two models are distinguished by such conveniences as rear center folding armrest . . . rear corner read-

ing lights . . . front courtesy and map lights . . . two front and two rear (except coupe) cigarette lighters . . . electric clock . . . visor vanity mirror, to name a few. New fabric and upholstery patterns and richer, softer, finer-weave carpeting are the most luxurious ever to grace the Sixty-Two. Isn't this the regal motoring you've always dreamed of? And isn't this the year to enjoy it? You'll find it costs less than you probably think.



A choice of two cloth patterns, combined with coated fabrics, is available in the Sixty-Two coupe. Shown here is sandalwood Dunsmuir cloth with richly textured vinyl bolsters.

Seven blending or harmonizing interior color combinations are offered in the Sixty-Two interiors. Above is the four-window sedan in green plaid cloth and coated fabric.

The rear compartment of the Sixty-Two six-window sedan is a luxurious blending of rich light blue wing pattern Doncaster cloth upholstery, deep carpeting and gleaming metal trim.



THE De VILLE SERIES

Luxury and elegance unusual in motoring are the everyday pleasures enjoyed by the owner of a magnificent Cadillac de Ville for 1964. From its full complement of power assists and controls to its elegance of appointments, the de Ville achieves a new degree of perfection in motor car beauty and luxury. The special emphasis on interior luxury sets the de Ville Series apart from all other fine cars. Each of the four dramatic de Ville models—convertible, coupe, four-window sedan and six-window sedan—is a superb example of the craftsmanship and attention to detail

that has made Cadillac the internationally recognized Standard of the World. In this view, you see the distinctive rear styling motif typical of all Cadillacs for 1964. Crisp new lines of the deck lid are harmoniously blended with the bumper and rear "grille" to emphasize width. The fin line flows in a low, unbroken sweep from front to rear and is unmistakably Cadillac in its correctness of proportion . . . and an outstanding example of the dignity of design and quality of craftsmanship that has maintained Cadillac's position of styling leadership in the luxury car field.



Convertible



Coupe

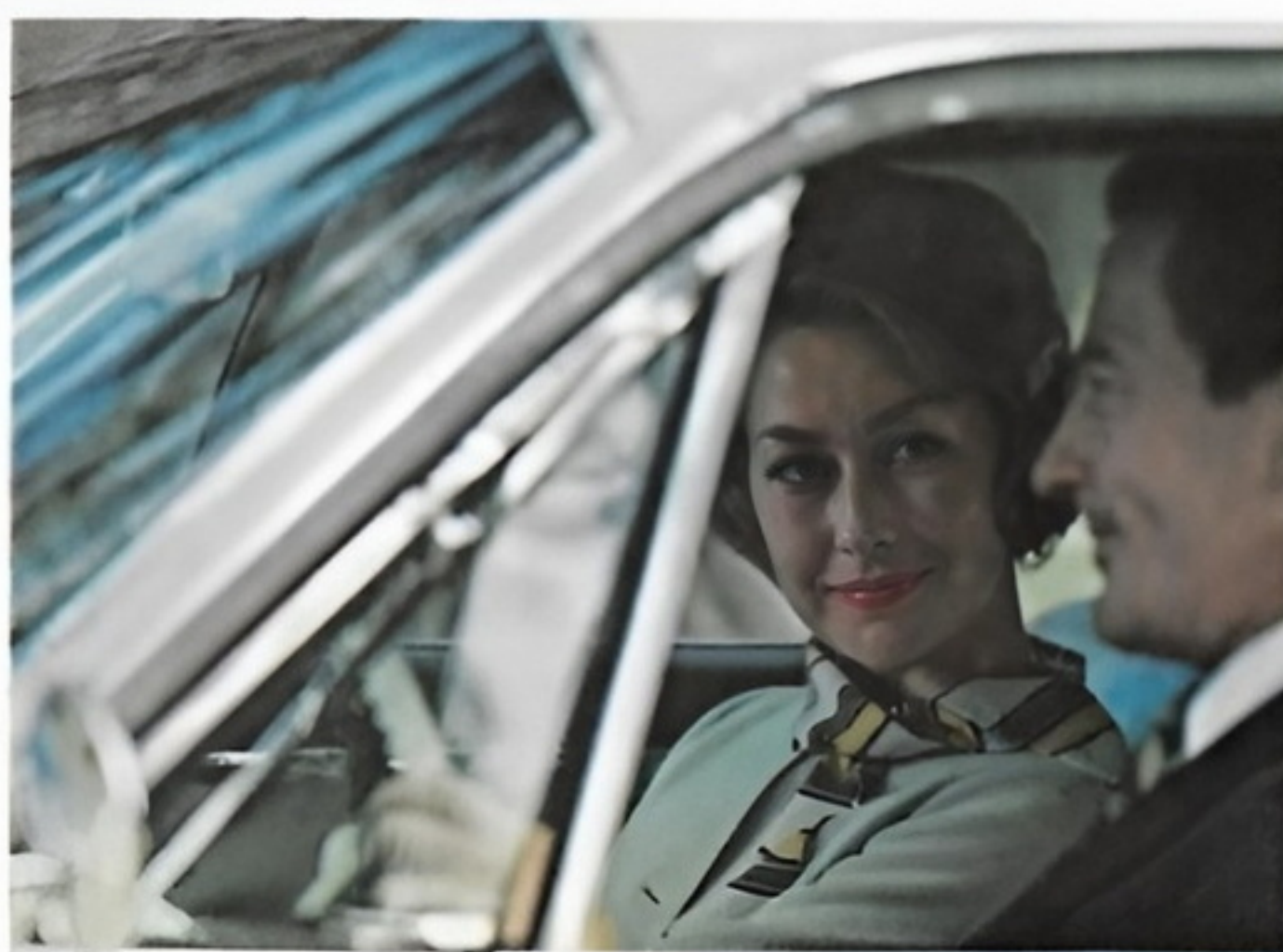


Genuine perforated leather in seat and back inserts in nine color combinations enriches the smart de Ville interior, illustrated in red. New, softer carpeting is another luxury.

This Coupe de Ville combines white leather and black carpet. Also available are two fabric patterns in eight colors. Leather and bucket seats are extra-cost options.



Soft, relaxing colors and rich fabrics contribute to the luxurious comfort of de Ville interiors. A convenient reading light adds to passenger comfort . . . Cadillac's smooth unbroken lines sweep into the rear light ensemble which is integrated into the rear bumper design. The de Ville designation is in distinctive, gleaming Cadillac script . . . A distinguishing Cadillac feature is the rear license plate area which is smartly integrated into the rear grille and bumper design . . . Front grille and bumper sweep gracefully into the front fender sides and are highlighted by Cadillac's automatic cornering lights . . . Wherever you travel, the unsurpassed elegance of the Cadillac de Ville is a constant reminder that you are in possession of a remarkably distinctive type of motoring enjoyed only by de Ville owners.



All the de Ville needs is you behind the wheel . . . for in all motoring there is no more enjoyable place to sit. Seats are newly designed for greater comfort . . . thick foam padding is cool and restful . . . folding center armrests front and rear provide club-room comfort. For 1964, leather seat and back inserts are perforated to virtually "breathe" for superlative comfort.



Four-window sedan



Six-window sedan



The de Ville four-window sedan, with front and rear center armrests, is designed in lime snowflake pattern Dorchester cloth with white leather, one of eight color selections.

Deep luxury marks the roomy de Ville six-window sedan. Illustrated is midnight blue petal pattern Dover cloth with harmonizing genuine leather trim.



The finest compliment that can be paid a lady is to provide her with the company of a Cadillac. Its gracious styling flatters her wherever she goes. Its luxury and conveniences pamper her every wish. The remarkable ease with which so magnificent a motor car handles gives her a feeling of confidence and security unique in motordom. And finally, a Cadillac satisfies her practical nature with its gratifyingly low maintenance expense and universally recognized high resale value. Can you think of a better way to light up a lady's eyes than to suggest that today would be a wonderful time to pick out a new 1964 Cadillac?



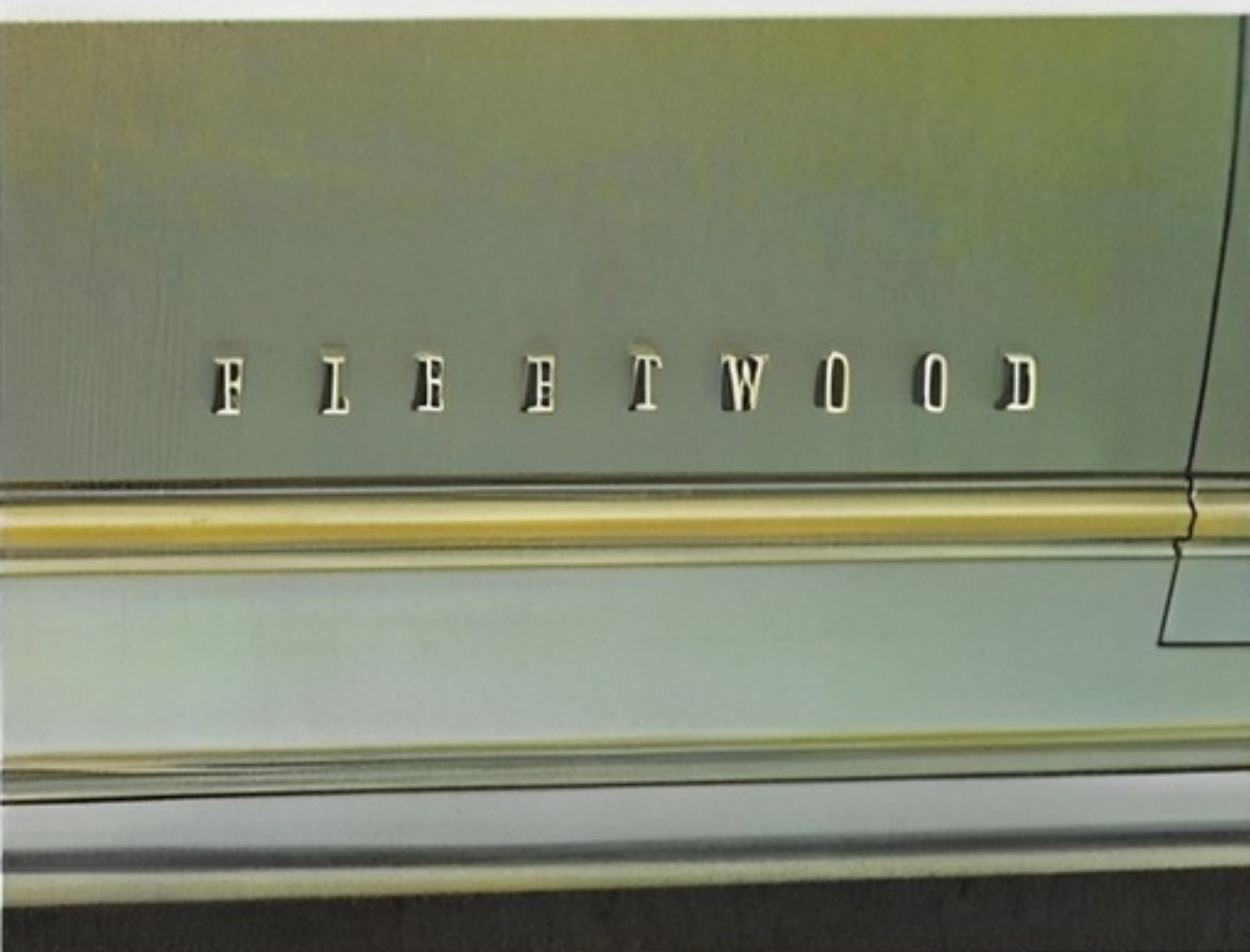
Eldorado Convertible



Sixty Special Sedan



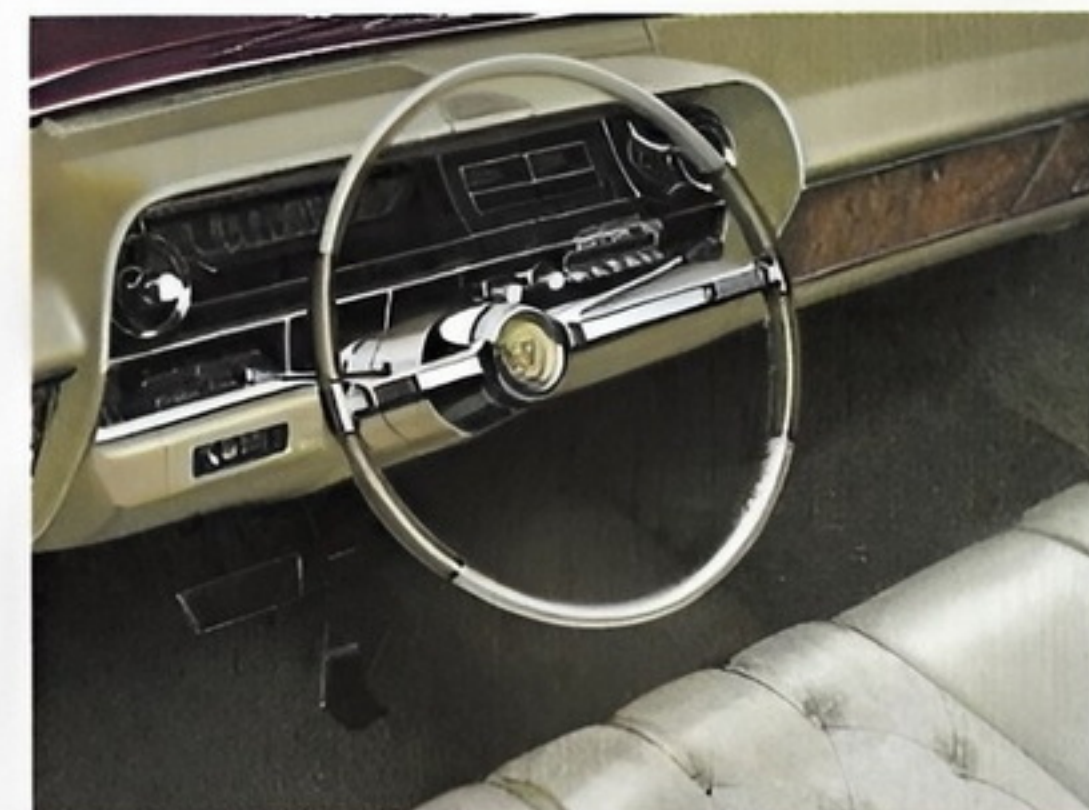
Seventy-Five Sedan & Limousine



The soft warmth of hand-rubbed imported African Baku wood paneling accents the gracious Fleetwood interior. The convenient new flexible assist handle is handsome as well as practical. And the regal Fleetwood laurel wreath and crest is a constant reminder that you are enjoying motoring's most eminent luxury . . . The wreath and crest on the rear trunk lid is as handsome as it is functional. The Cadillac crest swings to one side to reveal the trunk lock, unobtrusive and protected from the weather . . . Beneath the Fleetwood designation on the front fender, a burnished chrome moulding starts at the front and sweeps full car length to integrate with the rear bumper . . . The Cadillac headlamp ensemble balances each side of the wide jewel-like horizontally divided grille, which is newly and more smartly designed for 1964.



To whatever event the magnificent Fleetwood takes you, the occasion can seldom surpass in splendor and pleasure the journey there. Every elegant line holds a dramatic promise of the action that is yours as you put this brilliant car through its paces. When your motoring bears the hallmark of the distinguished limited production Fleetwood, it is very special indeed.



Elegant almost beyond belief, the interiors of the 1964 Cadillac Fleetwood Series combine the finest fabrics and leathers obtainable . . . rich imported wood trim . . . salon-rich carpeting . . . and gleaming metal ornamentation, tastefully and meticulously crafted as if by a jeweler's hand. The Sixty Special Sedan, shown here, is offered in a wide variety of fabrics and leathers. The Eldorado Convertible features all-leather interiors,

with bucket seats and locking center console as popular options. The leather inserts in seats and backs are perforated for coolness. The nine-passenger sedan features folding seats for full-width seating of three passengers. The limousine chauffeur compartment is in leather harmonizing with the rich wool cloth of the rear compartment. Motordom offers no interiors more regal than those in the Cadillac Fleetwood Series.

The Eldorado offers interiors of the finest leather. This saddle tan perforated leather is but one of eight colors. Console and bucket seats optional.

In the Sixty Special you can choose from two cloth patterns, wool broadcloth or all-leather in a wide array of colors. Shown here is sandalwood fern pattern Drexel cloth with genuine leather bolsters.

The Fleetwood nine-passenger sedan and limousine feature wool broadcloth, cord cloth or leather. Illustrated is gray broadcloth and Calais cord. Limousine front compartment is in harmonizing leather.

CADILLAC



OPTIONS & ACCESSORIES

Replete as it is with equipment and luxuries that are extra-cost items on most cars (see standard equipment listing on page 24), Cadillac also offers the widest selection of options and accessories in the fine car field. Each is engineered and crafted to Cadillac standards . . . and each is designed to make your personal kind of driving more enjoyable and more carefree than any you've ever known.

Your dealer will be happy to demonstrate Cadillac's many accessories and will prove helpful in aiding you in the selection of those which will make your new Cadillac more personally and distinctively yours . . . and which will help you and your family enjoy every possible convenience and luxury for your particular and individual type of driving.

A few of the major items are described here, and your Cadillac dealer can show you many others to please your personal taste.



Newly improved and more convenient Cruise Control lets you predetermine your desired speed. It then automatically maintains this speed, even up and down hills, until you disengage it instantly either manually or by a touch of your toe on the brake.



Among Cadillac Power Controls are remote adjustment of windows, ventilators, front seat (standard on some models), door locks and deck lid lock.



Guide-Matic headlamp control is moved from the instrument panel to the front left fender.



The 1964 AM-FM radio offers push-button convenience. Also available is an AM radio. Both sets include remote control antenna and rear speaker.



The new seven position steering wheel enables the driver to personally adjust the wheel to his preference as well as to vary position to reduce fatigue on long trips. The wheel can be raised instantly to uppermost position for easy entry and exit.

A new 1964 headlamp control is the Twilight Sentinel which turns your lights on at dusk and off at sunrise, or turns them on under poor light conditions and off when light improves. A delayed action switch on the instrument panel is adjustable up to a minute and a half to light your way from the car at night.

Other popular Cadillac accessories: Controlled Differential . . . Rear Window Defogger . . . Soft Ray Glass . . . Bucket Seats and Locking Console (on some models) . . . Dor-Cards.

Color globes indicate additional available body colors not shown in car illustrations.



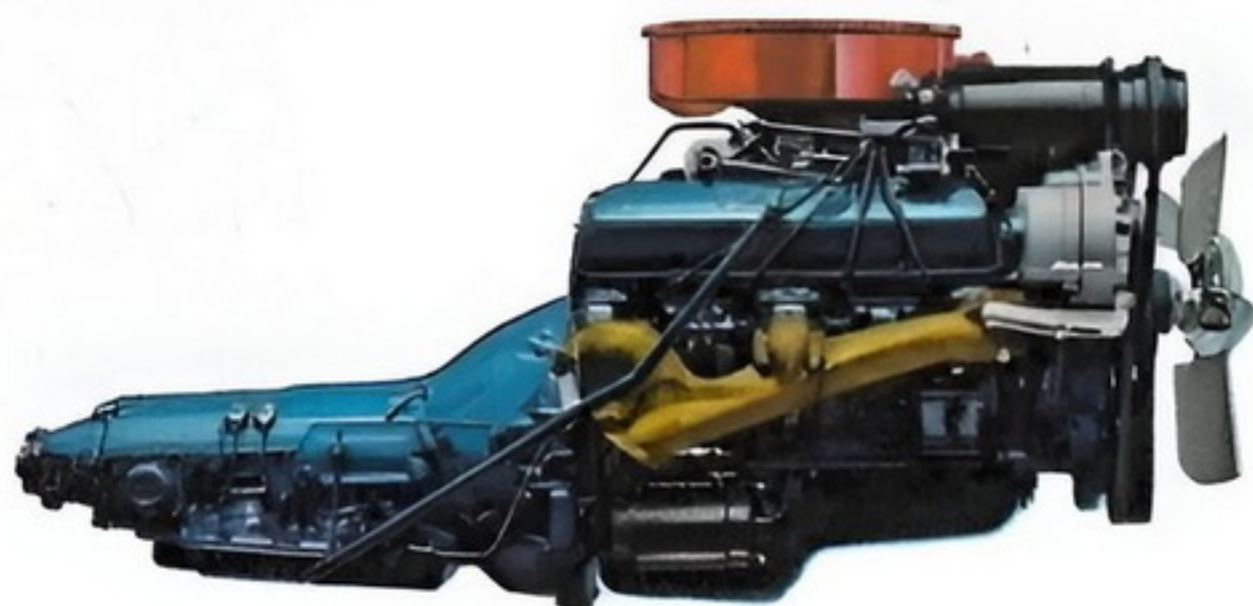
COMFORT CONTROL

New to the industry and exclusive to Cadillac is a new optional *fully automatic* Comfort Control Air Conditioning system. Electronic operation of the combined heating and air conditioning systems provides the proper amount of air, warmed or cooled as conditions dictate, at all times, in all seasons, from a single original thermostatic setting. Even humidity is ideally maintained. Outside and inside sensing units respond instantly to temperature changes (virtually anticipating shade, sun or showers) to maintain your preset comfort level from one season to the next. For example, after you park in the sun, refrigerated air automatically cools the car quickly, tempers it as the car cools, and as you drive into sundown, automatically blends in the proper amount of warmed air. Constant humidity control not only adds comfort, but also reduces window fogging. In actual tests, a Cadillac was driven on a four-day trip from snow at 32° to desert sun at 99°, with interior temperature constantly maintained between 75° and 78°—as the original setting dictated. If you desire, you can set your Cadillac Comfort Control Air Conditioning system when you buy the car—and never touch it again as long as you own it.

NEW POWER TRAIN SYSTEM

Cadillac's Hydra-Matic, recognized as the industry standard of excellence, has undergone further refinements for 1964—and a new version, the Turbo Hydra-Matic, is standard equipment on some models. In combination with the dynamic new engine—the most powerful in Cadillac history—both of these transmissions assure a truly amazing agility in traffic and a new overall standard of automotive performance. Cadillac's exclusive True Center Drive Line reduces sound and vibration practically to the vanishing point. Teamed with its all-new engine, Cadillac for 1964 provides such smooth, responsive and quiet performance that even the longest trip is one to look forward to with pleasure.





ENGINE & CHASSIS

The advanced engineering and skilled craftsmanship behind the Cadillac motor car has been unique in the industry for more than sixty years. Many important mechanical features that have distinguished Cadillac for years are still to find their way into other cars. The great new Cadillac engine for 1964—the most powerful in its history—is an outstanding example. So, too, are Hydra-Matic and the new Turbo Hydra-Matic automatic transmission. Another is Cadillac's exclusive True Center Drive Line which isolates and cancels normal driving sound and vibration and produces a smooth and quiet flow of power to the rear wheels. Cadillac also gives you the assurance of an improved Triple Braking System, with separate front and rear brake systems, plus a true auxiliary parking-emergency brake. In addition, all four drums are finned for better cooling, smoother stops and longer brake life, and are self-adjusting. These unique features, and many more which your dealer will demonstrate, are your assurance that when you drive a Cadillac you are driving the Standard of the World.

STANDARD POWER EQUIPMENT ON ALL MODELS:

CADILLAC POWER STEERING . . . affords almost effortless parking, cornering and highway travel and retains a reassuring "feel of the road."

CADILLAC HYDRA-MATIC DRIVE and TURBO HYDRA-MATIC automatic transmission . . . provide instant, smooth response and proven dependability.

CADILLAC POWER BRAKES . . . for smooth, straight-line stops with almost no effort. (See details above and at right.)

CADILLAC HEATER AND DEFROSTER . . . directs an even flow of thermostatically controlled warm air to both front and rear passengers, helps keep windshield free of fog and ice.*

*All models may be ordered without heater-defroster, as an option at reduced cost.

OTHER STANDARD EQUIPMENT

YOUR CADILLAC PROVIDES, AS STANDARD EQUIPMENT, POPULAR ACCESSORIES OFFERED AS EXTRA-COST ITEMS ON MOST OTHER CARS. AMONG THEM ARE:

Air Cleaner, dry-pack

Armrests, center front and rear on de Ville, Sixty Special and Fleetwood Seventy-Five sedan; front only on convertible models; rear only, Sixty-Two models and limousine

Cigarette Lighters, front (two)

Cigarette Lighters, rear (two) except Sixty-Two coupe

Clock, electric

Front Seat Adjustment, power operated (except Sixty-Two coupe and sedans)

Lights, front ash receivers

Lights, back-up (dual)

Lights, cornering

Lights, rear compartment corner, Series Sixty-Two, Sixty Special and Seventy-Five models

Lights, courtesy (automatic) and map (75 only)

Lights, directional signal

Light, glove box (automatic)

Light, luggage compartment (automatic)

Mirror, glare-proof, rear-view, flip-type; 3-way, Soft-Ray in Eldorado and Fleetwood Sixty Special sedan

Oil Filter, full-flow

Outside Mirror, left side, remote control

Paint, two-tone

Reflectors, door panels, safety warning (illuminated in Eldorado, Fleetwood Sixty Special sedan and de Ville models)

Rear Vanity Mirror

Visors, dual sun

Wheel Discs

Windshield Washer and Coordinator

Window Regulators, power operated (except Sixty-Two coupe and sedans; front Vent Windows power operated on Eldorado; front and rear on Sixty Special)

Whitewall Tires, 8.20 x 15 (set of five) on Eldorado

SPECIFICATIONS

ENGINE: Eight-cylinder, 340 H.P., overhead, 90° V-type; bore 4.13"; stroke 4.0"; displacement 429 cu. in. Max. torque 480 ft.-lbs. Engine mounted in rubber at three points. Compression ratio 10.5 to 1.

PISTONS: Aluminum alloy, slipper type to reduce friction surfaces and permit nesting between crankshaft counterweights. Two compression rings, one oil ring with expander; top compression ring chrome-plated to minimize wear on cylinder walls. Recessed contour in piston head increases turbulence for fast, complete burning of fuel-air mixture.

CARBURETOR: Four-barrel downdraft with equalized manifolding; mechanical fuel pump; dry type air filter; automatic choke.

LUBRICATION: Full pressure. Full-flow oil filter standard.

ELECTRICAL SYSTEM: 12-volt, 13-plate battery. High capacity 42 Amp. generator (now 55 Amp. on air cond. cars and Seventy-Five Series).

GASOLINE TANK CAPACITY: 26 gallons.

HYDRA-MATIC DRIVE: Fully automatic, step-gear type. Controlled fluid coupling on forward gear set for smoother shifts. Provides two Drive Ranges, Low Range and Reverse.

TURBO HYDRA-MATIC: Fully automatic, torque converter type. Converter multiplies engine torque for increased driving thrust at rear wheels during acceleration in any gear (low, intermediate or high).

REAR AXLE: Hypoid. Differential housing offset to provide straight-line drive. Ratio is 2.94 with an optional 3.21 axle available. The 3.21 axle is provided on air-conditioned models. On Series Seventy-Five models, ratio is 3.36 with 3.77 optional. The controlled differential, optional at extra cost, directs power to rear wheel having better traction.

FRONT SUSPENSION: Spherical joint with Cadillac independent, helical-coil-type springs. Rubber mounted strut rods and rubber bushings absorb impacts and isolate road noise.

REAR SUSPENSION: Four-link drive. Rear springs are helical-coil type. Rubber bushings for quieter, softer ride.

BRAKES: Cadillac Power Brakes with self-adjusting shoes; finned front and rear drums. Split hydraulic master cylinder provides independent piston and fluid reservoir for front and rear brakes, assuring one set working in the event of failure of either set. Effective brake lining area, 221.8 sq. in., 233.72 sq. in. on Series Seventy-Five models.

PARKING BRAKE: Serves as true auxiliary brake since it will not lock in position with engine running and car in gear.

STEERING: Cadillac Power Steering standard equipment. Overall steering ratio of 18.2 to 1 and 38½° turning angle for fast response and short turning diameter.

FRAME: Cadillac tubular-center X frame provides exceptional torsional rigidity; permits a low front floor contributing to comfortable seat height and head room.

TIRES: Low-pressure, 4-ply, tubeless. Size—8.00 x 15 (Series Seventy-Five; 6-ply, size 8.20 x 15). White sidewall tires*, size 8.20 x 15, optional at extra cost.

CORNERING LIGHTS (Standard Equipment): On the side of front fenders, to rear of parking lights, activated by directional signal switch when headlamp switch is on. Projects a powerful beam of light, perpendicular to the side of the car, thus illuminating roadside and road signs for extra safety in turning corners at night.

TREAD: Front and rear, 61".

WHEELBASE: 129.5" (Series Seventy-Five, 149.75").

OVERALL LENGTH: 223.5" (Series Seventy-Five, 243.8").

*Standard on Eldorado

CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORPORATION

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